

Message Text

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PAGE 01 STATE 072514

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COM/BIC/OED/MEPD/JMSANDS, DIR.

COM/BIC/OIM/TJOHNSON (INFO)

STATE/AR/BR/JSLATTERY

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R 312254Z MAR 75

FM SECSTATE WASHDC

TO AMCONSUL SAO PAULO

AMCONSUL RIO DE JANEIRO

INFO AMEMBASSY BRASILIA

UNCLAS STATE 072514

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: RUST ENGINEERING INTEREST IN BRAZILIAN

--- PULP AND PAPER PROJECTS

1. RUST ENGINEERING COMPANY, A MAJOR U.S. DESIGN-CONSTRUCTOR SPECIALIZING IN PULP AND PAPER, HAS INDICATED TO US THAT THEY ARE EXTREMELY INTERESTED IN ESTABLISHING A LONG RANGE RELATIONSHIP WITH THE BRAZILIAN PULP AND PAPER INDUSTRY. THEY HAVE IDENTIFIED THAT THE BEST METHOD TO APPROACH THE BRAZILIAN MARKET IS VIA A JOINT-VENTURE RELATIONSHIP WITH A BRAZILIAN ENGINEERING FIRM WITH COMPATABLE INTERESTS. THEY ARE SENDING GROUP OF SENIOR REPRESENTATIVES LED BY JOHN F. TOURTELLOTTE, DIRECTOR OF MARKETING TO BRAZIL DURING WEEKS OF MARCH 30 AND APRIL 6 TO DISCUSS JOINT VENTURE POSSIBILITIES WITH BRAZILIAN FIRMS.

2. FOR SAO PAULO: WE UNDERSTAND RUST OFFICIALS HAVE

ALREADY SET UP APPOINTMENT WITH HEFLIN DURING

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WEEK OF MARCH 30. WE WOULD APPRECIATE CONSULATE

PROVIDING WHATEVER ASSISTANCE IS NECESSARY.

3. FOR RIO: RUST OFFICIALS WOULD LIKE TO MEET WITH
BERLIN OR TAHER AND SCHRIEBER ON APRIL 7 TO FULLY
BRIEF CONSULATE ON THEIR PLANS. THEY WILL CONFIRM
APPOINTMENT UPON ARRIVAL IN BRAZIL. WE WOULD
APPRECIATE CONSULATE PROVIDING WHATEVER ASSISTANCE
IS NECESSARY. KISSINGER

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